

REMARKS

Applicant respectfully requests that the above-identified changes be made in the subject reissue application.

Claims 1 - 18 of the above mentioned patent are present and pending in the subject reissue application.

Claims 19 - 42 have been added to and are pending within the subject reissue application.

Claims 1 - 42 are present and pending in the subject reissue application.

Initially, new claims 19 - 42 have been added to recite various features of the present invention. In particular, claims 19 and 31 recite the features of a data card including a computer readable storage medium storing data pertaining to a business or product and a material layer having information thereon, and configuring the card in the form of a business type card as supported by the specification (e.g., See Abstract; Column 4, lines 13, 26 and 32; and Column 10, line 36). Claims 20 and 32 recite the feature of the storage medium storing data over the entire area of the storage medium as supported by the specification (e.g., See Column 4, line 22), while claims 21 and 33 recite the features of the card having a shape selected from the group consisting of a polygon, ellipse and a circle as illustrated by way of example in Figs. 1A, 1D and 1E and supported by the specification (e.g., See Column 4, line 46). Moreover, claims 22 and 34 recite the feature of a substantially rectangular card as illustrated by way of example in Fig. 1C and supported by the specification (e.g., See Column 4, lines 42, 46), while claims 23 and 35 recite the feature of the card having a shape including at least one linear edge and at least one curved edge as illustrated by way of example in Fig.

1C and supported by the specification (e.g., See Column 4, lines 42, 46). In addition, claims 24 and 36 recite the features of the personal computer including a drive accommodating the card and direct insertion of the card within the drive as supported by the specification (e.g., See Column 9, line 2 and Column 10, line 36).

Claims 25 and 37 recite the features of a data card including a computer readable storage medium for storing data and the card including a non-circular configuration as illustrated by way of example in Figs. 1A, 1C and 1D and supported by the specification (e.g., See Column 4, lines 13, 26 and 46 and Column 10, line 36). Claims 26 and 38 recite the feature of the storage medium storing data over the entire area of the storage medium as supported by the specification (e.g., See Column 4, line 22), while claims 27 and 39 recite the features of the card having a shape selected from the group consisting of a polygon and ellipse as illustrated by way of example in Figs. 1A and 1D and supported by the specification (e.g., See Column 4, line 46). Moreover, claims 28 and 40 recite the feature of a substantially rectangular card as illustrated by way of example in Fig. 1C and supported by the specification (e.g., See Column 4, lines 42, 46), while claims 29 and 41 recite the feature of the card having a shape including at least one linear edge and at least one curved edge as illustrated by way of example in Fig. 1C and supported by the specification (e.g., See Column 4, lines 42, 46). In addition, claims 30 and 42 recite the features of the personal computer including a drive accommodating the card and direct insertion of the card within the drive as supported by the specification (e.g., See Column 9, line 2 and Column 10, line 36).

THE
AMERICAN
WOMAN

Stuart B. Shapiro
Stuart B. Shapiro
Registration No. 40,169

Hand-delivered: November 30, 2000